

LEADER CONVERSATION GUIDE

Stupid Church Tricks: Multisite & More

- Episode 333

Stupid Church Tricks (Part 4)

Pride can sometimes cause us to think that we won't make the same mistakes that others have made or that we can be the exception to the rule. We did this series because we hope that the church leaders who are listening will be willing to learn from the mistakes of others and **not** go down these paths.

In the final episode of our series, Tony and Amy discuss more miscellaneous stupid church tricks, like mistakes related to multisite, church websites, church buildings, and more.

Stupid Church Tricks: Multisite

#1: Hiring a campus pastor and then letting them teach every message at the new campus.

When the campus pastor is teaching every Sunday, they become the primary voice and vision-caster for the campus. So if your intention for multisite is to remain one united, cohesive church in multiple locations, this is *not* the approach we would recommend.

#2: Focusing on what's different/distinctive at each, rather than what we have in common.

This is a great strategy for church planting, but a really bad strategy for multisite. We have to be clear on which approach we're pursuing because they have very different outcomes.

#3: A lack of willingness to make tough staffing decisions.

This includes taking someone who should have been removed from the team and instead 1) making them the care pastor, 2) reducing their responsibilities but not their salary, and/or 3) recommending them for a job somewhere else.

Stupid Church Tricks: Miscellaneous

#1: When church websites are clearly designed for insiders.

This includes not listing your address, service times, contact information, or anything about Jesus clearly on your website. Our goal should always be making it as easy as possible for new people to visit our church and hear the Gospel.

#2: Building a large building with a large auditorium and a small parking lot.

In other words, building the room too big and not thinking about: Can we actually accommodate that many people on our property through parking? (We recommend one parking spot for every 1.5 people).

#3: Budgeting by faith.

Churches that are wise with their financial resources create more opportunities for generosity—including investments in new Kingdom initiatives that the foolish will never be able to afford.

Bonus Stupid Church Tricks from PlainJoe Studios:

1. Initiating major change without the communications roll-out plan to properly communicate the “why” and bring the congregation along.
2. Building a massive sanctuary that overestimates growth... then the kids area is too small.
3. Spending heavily on state-of-the-art technology that quickly becomes outdated and useless. In other words, choosing flashy over functional.
4. Launching a major project/campaign without sufficient research into the changing community and future needs.
5. Dragging their feet on revamping a web design vs. rebuilding everything from the ground up. Small adjustments can make a huge impact without breaking the bank.

Next Steps

We did this series because we hope that the leaders who are listening will be willing to learn from the mistakes of others. We’re called to be good stewards of the limited time and resources we have available. That’s why we want you to maximize your potential by avoiding some of these crazy ideas that have landed other churches in trouble.

If you do find yourself stuck because of some of the mistakes we’ve discussed in this series, [our team would love to walk alongside your church](#) as you seek to get back to a place of health.

Listen to the full episode on Apple Podcasts, Spotify, or at theunstuckgroup.com/episode333.

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